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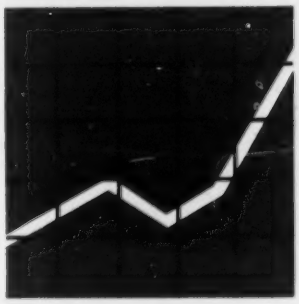

Colorado Business Review

BUSINESS RESEARCH DIVISION • GRADUATE SCHOOL OF BUSINESS ADMINISTRATION • UNIVERSITY OF COLORADO

CONTENTS

2 **A Systematic Approach to Brand Name Development . . .** by Carlton A. Maile and Donna M. Bialik

5 Colorado Business Indicators

7 Local Business Conditions

Volume LVII, Number 3, March 1984

A Systematic Approach to Brand Name Development

Carlton A. Maile and Donna M. Bialik

Before 1900 few manufacturers advertised their consumer products in any consistent manner in the national media (Schutte 1969). This meant there was little need for brand names as we know them today. However, since the turn of the century, finding good brand names has become both important and problematic (Diamond 1959). Approximately 750,000 brand names are registered each year, and the number of available choices is shrinking.

Marketers disagree as to how fast this shrinkage is occurring. Some note that even the dictionary seems to be "running out of words" (*Sales Management* 1969). Others maintain that, despite the huge numbers of brand names previously used, there are still plenty of appropriate new ones to be found. They believe it is possible to establish productive guidelines for creating new brand name ideas (Collins 1970, Lippincott and Margulies 1961). This article reviews selected historical sources and suggests a systematic approach to developing new brand names.

REVIEW OF THE LITERATURE

In early years, legal restrictions dictated the general types of names which were registrable as trademarks (Munn & Co. 1912). For example, coined words like Crisco and Celluloid were acceptable. So was a combination of words, which allowed for Black Cat hosiery and Yello Rose cigars. Numbers and combination of words could also be used in a fanciful or non-descriptive sense: Cat's Paw implied that rubber heels took a good grip on the turf; Bachelor's Friend suggested hosiery's lure for the opposite sex; and Arrow suggested that collars would remain straight and neat in appearance. Historical or mythological characters' names were acceptable, as with Venus lead pencils and Samson rope or flour. Initials or arbitrary numbers offered another category. There were E-Z canning jars, O.K. paper clips, and B-V-D's underwear. The business name of a person or firm could be used alone or in combination with other words, as with Gillette safety razors and Ediphone dictating equipment.

However, several types of names were and still are generally not eligible for registration. Words that describe the nature or quality of a product are considered everybody's property and therefore not legally protectable as the sole property of any individual or firm. Names like Good cigarettes or Big tires would probably be rejected under this guideline—even if they are misspelled. For example, Kantleek was refused registration as a name for hot water bottles, Mello as the brand name for a "mellow" chewing gum, and Elegancia (Spanish for "elegant") as a brand name for cigars. Registration of geographic names or terms is also restricted, so French couldn't be part of a trademark for paint or Yale a name for hosiery. The primary exceptions to this principle are names which have been used for so long that the manufacturers have acquired a common law right to exclusive use, or names which probably would not be interpreted literally. For example, Vienna was accepted as a brand name for bread because no one expects bread made in Vienna, Austria to be sold in America. Exceptions like this tend further to blur the registration rules and increase the difficulty of brand name generation.

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Brand names and their sources can be traced through a variety of references. Crowley (1974) lists brand names and the names of those who have registered them; Campbell (1964) traces the historical development of selected brand names. Volumes which describe the historical development of products or manufacturers often recite the history of pertinent brand names. For example, information about selected automobile brands is included in books devoted to antique autos, and Williamson (1952) describes name origins for selected brands of firearms. Advertising agencies' account profiles often list the history of a company's products and their brand names, and numerous magazine and journal articles reflect brand name origins. References like these are the basis for the current discussion.

Today, acceptable brand names include combinations of words and coined terms which may not appear in the dictionary and must be derived elsewhere, and "nonwords" or letter, character, and symbol combinations which are not officially a part of any language. Many words are not registrable under trademark law, and so thousands of dictionary entries are legally excluded from consideration as potential brand names. Because many otherwise acceptable dictionary entries do not meet criteria for a good or commercially profitable brand name, marketers need other sources.

SELECTED BRAND NAME SOURCES

Several sources have been historically fruitful brand name sources. Each of these sources can be clarified with a brief description and selected examples.

Celebrity Names

Many successful products are branded with the names of celebrities. French race car driver Louis Chevrolet's name appears on a line of General Motors cars. When the Lelands, a family of automotive engineers, developed their first luxury car for mass production, they named it Cadillac after the French explorer who discovered Detroit. Then they developed another luxury car and gave it the name of a president they admired, Abraham Lincoln.

Inventor Names

Inventors' names constitute another important source. In the automobile industry the Ford was named for its inventor, Henry Ford, the classic Duesenberg after inventors Fritz and August Duesenberg, and the Oldsmobile after R. E. Olds. Scottsman Albert Champion gave his name to a famous line of spark plugs and his initials to the

A. C. spark plug line. William and Andrew Smith popularized their product as Smith Brothers Cough Drops. When farm boy William Scholl became a physician interested in foot care, he invented arch supports and other products in a line of Dr. Scholl's foot aids.

Tribal Names and Social Structure

Indian tribes and social structure have often furnished marketable names. The models of Piper Aircraft bear names like Navajo, Aztec, and Cherokee, and a motorhome manufacturer, Winnebago, took its corporate name from an Indian tribe and then relied on tribal social structure in selecting Chieftan and Brave for specific product models.

Other social terms can also be sources of brand names: Elite, Socialite, and Engenue are applied to a variety of products from cosmetics to undergarments.

Organizational Structure

The organizational structure of American government and private firms can also provide a basis for selecting brand names. The Ambassador automobile takes its name from a top diplomatic rank, and President and Diplomat have long been favorites of hotel and motel chains. Executive and Secretary have been used for a variety of products from motels to typewriters.

Animal Names

The names of animals and birds are often used. Pinto, Impala, Cougar and Mustang automobiles are well-known. The Bluebird microprocessor, Swan soap and White Owl cigars exemplify items named for actual birds, and the Thunderbird and Phoenix–mythical birds–have been used to name products from automobiles to jewelry.

Foreign animals and their homelands also provide brand name ideas. For example, when R. J. Reynolds was ready to launch the world's first blended cigarette, Oriental names were popular with tobacco smokers. A Turkish camel had come to town with the fanfare typical of the Barnum and Bailey Circus, and in commemoration of Turkish tobaccos in the new cigarettes, R. J. Reynolds chose Camel as the new brand name.

Favorable Associations

Objects with favorable associations can also serve as brand name origins–items associated with the good old days of grandma's cooking and real honest value. A Minnesota grocer who produced an inexpensive maple flavored syrup believed Abraham Lincoln conveyed an old-fashioned home-spun image, but he was reluctant to use the former President's name for a syrup. He chose instead the type of home in which Honest Abe was reared, and his product became known as Log Cabin Syrup.

Other products are named after objects which suggest their color and shape: A new candy mint shaped like a circular life preserver was promptly named Life Savers. Even Bible verses have served as the source of brand names. When Proctor & Gamble perfected an especially pure white soap, Harley Proctor remembered his minister reading from Psalms 45:8: "All thy garments smell of myrrh, and aloes, and cassia, out of the *ivory* palaces, whereby they have made thee glad." The new soap was christened Ivory.

Other Individuals, Companies, and Nicknames

The names of relatives, customers, and retail outlets are also applied to products. When a young soda fountain employee concocted a new soft drink, customers teased him by calling it after his former employer–a physician named Dr. Pepper. Druggist Lunsford Richardson renamed his Croup and Pneumonia Cure Salve after his brother-in-law, Dr. Joshua Vick, and his product became Vick's VapoRub. When grocery salesman Joel Cheek decided to market his own blend of coffee, the product became popular at a famous southern hotel, the Maxwell House. The hotel's name was quickly associated with the new brand of coffee.

Nicknames are also occasionally registered as brand names. For example, a shortened version of Coca-Cola, or "Coc," was popularly pronounced as "Coke." Even though the manufacturer first resisted application of this folk label, it too was registered as an official brand name in 1920.

Song Titles and Historic Events

Brand names are also derived from historic song titles and newsworthy events. The name of the first pancake mix was inspired by a popular vaudeville song which suggested good cooking to many of its listeners: "Aunt Jemima." A tea merchant capitalized on the completion of the transcontinental railroad in 1869 when he envisioned a chain of stores extending from coast to coast as the railroad had done: The Great Atlantic & Pacific Tea Company (or, later, A & P stores and products). In the 1870s a guest at Berry's Coffee Mill in London, who had bet heavily on a clipper ship race to reach London with the season's first cargo of tea, suggested that the name of the winning vessel should be applied to whiskey sold in that establishment. The winner was the Cutty Sark.

COLORADO BUSINESS REVIEW

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

University of Colorado

Boulder, Colorado 80309

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COLORADO BUSINESS REVIEW (ISSN:0010-1524 USPS 122-740) is issued monthly by the Business Research Division, Graduate School of Business Administration, University of Colorado, Boulder, Colorado 80309. Mailed free to Colorado residents on request. Second-class postage paid at Boulder, Colorado.

Types of Ingredients and Transportation

Product ingredients inspired an Atlanta pharmacist who needed a name for his newly invented soft drink. It contained "coca," the dried leaves of a South American shrub, and a kola nut extract known alliteratively as "cola." The resulting name was, of course, Coca-Cola. Murine's producers borrowed first and last syllables from the chemical name–muriate of burberine.

Language Elements

Parts of speech can be a fertile source for potential brand names. Place names have been popular in some product categories. There have been Dixie dredges and Carolina mirrors. Mon-Ark boats were named to suggest a royal monarch and the location of Arkansas where they are manufactured. Verbs may indicate product use or function. Dash detergent suggests that it dashes the dirt away; a stylized version of spray-and-wash denotes a sequential procedure for using another brand of cleaning product. Adjectives can describe the result of using a product or service. Ultrabrite toothpaste suggests the color of a person's teeth after using this product. Sylvan recreational products have a name which suggests the solitude and independence of a sylvan retreat. Camay soap was meant to suggest that users would develop that cameo complexion which was widely admired in earlier decades.

Words from foreign languages have provided the names of many products intended for the American market. Brillo, Spanish for bright and shining or brilliant, has been applied to a popular scouring pad. Eldorado, meaning gilded place in Spanish, is used to denote a top-of-the-line Cadillac automobile.

Various combinations of syllables from any language can be used for coining brand names. When General Mills needed a name for the first prepared mix for making biscuits quickly, it combined the "bis" and the "quick" to form Bisquick. When pharmacist George Bunting developed a product that was reputed to "knock out eczema," it was popularized as Noxzema Skin Cream. When a New York-based cough medicine manufacturer brought out a dessert made from the glutinous material of animal bones the product resembled jelly in texture, and since "O" was a popular ending for the names of food products he named it Jell-O. Because a petroleum extract with alleged healing qualities was often stored in a vase during its developmental stages, and because "ine" was a popular ending for medical items, the final product was named Vaseline.

Fixed-Length Symbol Combinations

Symbol combinations can be an additional source of new brand names. When the length is set arbitrarily at three, four, five or any other appropriate value, lists using numbers, letters and symbols can be generated manually or via computer. The computer approach is preferable in terms of speed and efficiency, because a computer can be programmed to generate all possible combinations of n letters, where n is any positive integer. (The number of combinations generated by this process can be predicted in advance. For example, when n=5, there are 26^5 mathematically possible combinations. This process generates 26^n n-letter words, but not all are good candidates for brand names. The zzzzz's ttttt's, and all others composed of the same letter in all positions may be eliminated because they are difficult to pronounce.) Yet even after additional selection criteria are applied, thousands of words and "nonwords" remain as potentially acceptable brand names. The nonword "Exxon" was developed as a brand name for Standard Oil products through this type of computer generation process.

Linguistic Processes

The manipulation of language structure via graphemics, morphemics, syntactics, semantics, aesthetics, and other linguistic processes is another potential means of name-source identification. Graphemics changes spelling, as in converting Quick Pack to Qik-Pak. Morphemics truncates, combines, or reassigns the "minimum meaningful elements in an utterance," as in clipping dormitory to dorm. Syntactics employs various techniques for compounding language elements, as in Skuff-Kote. Semantics selects names suggesting desirable product characteristics. For example, Cascade implies the sparkle and freshness of clean running water; Duz suggests accomplishment and success in the laundry process. Aesthetics can be utilized to embody rhyme and rhythm, figure, imagery, or symbolism. For example, the construction of Roll-A-Magic is designed to capitalize on the rhyming of magic and -matic while suggesting a combination of benefits associated with both.

SUMMARY AND CONCLUSIONS

A historical perspective of brand name development suggests that marketers can utilize three approaches to developing a more systematic framework for name-source identification. These are (1) selecting miscellaneous sources which have historically been fruitful in producing names for the industry and type of product being branded; (2) generating all possible combinations of letters, numbers, and symbols; and (3) manipulating language structure in a predetermined manner via graphemics, morphemics, and other linguistic processes. These approaches can be substituted for current intuition, brainstorming, free-form association, and alleviate impending despair to facilitate more orderly and efficient brand name development.

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COLORADO BUSINESS INDICATORS
(Figures in Thousands Unless Otherwise Indicated)

	November 1983	October 1983	November 1982	Percent Change November 1983 from October 1983	Percent Change November 1983 from November 1982
Total Civilian Labor Force (by place of residence)[a]	1,651.8	1,661.5	1,586.8	- 0.6	4.1
Unemployment	90.1	94.7	135.7	- 4.9	-33.6
Unemployment Rate (percent)	5.5	5.7	8.5	–	–
Employment	1,561.7	1,566.8	1,451.1	- 0.3	7.6
Nonagricultural Wage and Salary	1,531.0	1,522.8	1,420.0	0.5	7.8
Agricultural	30.7	44.0	31.1	-30.2	- 1.3
Total Nonagricultural Wage and Salary Employment (by place of work)[a]	1,352.1	1,350.3	1,316.4	0.1	2.7
Mining	39.2	39.2	40.8	0.0	- 3.9
Metallic Minerals	5.9	5.9	6.7	0.0	-11.9
Bituminous Coal, Lignite, and Nonmetallic	4.3	4.4	4.8	- 2.3	-10.4
Oil and Gas Extraction	29.0	29.0	29.4	0.0	- 1.4
Contract Construction	88.2	88.8	79.6	- 0.7	10.8
Manufacturing	183.4	183.3	178.8	0.1	2.6
Lumber, Wood Products, and Furniture	6.7	6.8	6.4	- 1.5	4.7
Stone, Clay, Glass, and Concrete Products	9.8	9.8	9.6	0.0	2.1
Primary and Fabricated Metals	14.4	14.3	14.5	0.7	- 0.7
Machinery, Except Electrical	27.4	27.1	24.6	1.1	11.4
Electric and Electronic Equipment	17.4	17.5	17.1	- 0.6	1.8
Transportation Equipment	13.4	13.5	14.1	- 0.7	- 5.0
Other Durable Goods	28.1	28.1	27.9	0.0	0.7
Food and Kindred Products	24.3	24.5	23.9	- 0.8	1.7
Textiles and Apparel	3.5	3.4	3.2	2.9	9.4
Paper and Allied Products	2.1	2.1	2.0	0.0	5.0
Printing and Publishing	19.6	19.5	19.1	0.5	2.6
Chemicals and Allied Products	8.0	8.0	7.7	0.0	3.9
Other Nondurable Goods	8.9	8.8	8.8	1.1	1.1
Finance, Insurance, and Real Estate	86.5	86.2	83.6	0.3	3.5
Banking	21.3	21.2	21.4	0.5	- 0.5
Credit Agencies Other than Banks	13.5	13.4	12.9	0.7	4.7
Insurance Carriers, Agents, and Brokers	20.6	20.6	20.4	0.0	1.0
Real Estate and Combination Offices	22.4	22.4	21.4	0.0	4.7
Other Finance, Insurance, and Real Estate	8.7	8.6	7.5	1.2	16.0
Transportation and Public Utilities	83.9	84.2	85.0	- 0.4	- 1.3
Railroad Transportation	5.7	5.7	5.8	0.0	- 1.7
Trucking and Warehousing	17.4	17.3	17.3	0.6	0.6
Air Transportation	14.0	14.0	14.1	0.0	- 0.7
Other Transportation	6.3	6.5	6.6	- 3.1	- 4.5
Communications, Electric, Gas, and Sanitary Services	40.6	40.6	41.1	0.0	- 1.2
Trade	332.3	330.7	324.9	0.5	2.3
Wholesale Trade	81.8	82.3	80.9	- 0.6	1.1
Retail Trade	250.5	248.4	244.0	0.8	2.7
Services	289.3	289.4	278.2	- 0.0	4.0
Lodging and Combination Lodging/Eating Places	25.7	26.1	24.7	- 1.5	4.0
Personal Services	15.2	15.2	14.2	0.0	7.0
Business Services	58.6	58.6	52.9	0.0	10.8
Auto and Miscellaneous Repair Services	14.7	14.7	14.2	0.0	3.5
Amusements and Recreation	18.1	17.4	16.9	4.0	7.1
Health Services	73.5	73.8	72.7	- 0.4	1.1
Educational Services	11.0	10.7	11.0	2.8	0.0
Membership Organizations	19.6	19.5	19.8	0.5	- 1.0
Other Services	52.7	53.3	51.8	- 1.1	1.7
Government	249.3	248.5	245.6	0.3	1.5
Federal	52.9	53.1	51.2	- 0.4	3.3
State	60.1	59.6	59.5	0.8	1.0
Local	136.3	135.8	134.8	0.4	1.1

	November 1983	October 1983	November 1982	Percent Change October 1983 from October 1983	Percent Change October 1983 from November 1982
Average Weekly Hours					
Construction	37.4	39.7	37.5	- 5.8	- 0.3
Manufacturing	40.8	40.5	39.4	0.7	3.6
Durable Goods	41.3	41.1	39.9	0.5	3.5
Nondurable Goods	40.1	39.5	38.6	1.5	3.9
Average Weekly Earnings ($)					
Construction	493.68	522.85	518.25	- 5.6	- 4.7
Manufacturing	368.83	363.69	341.99	1.4	7.8
Durable Goods	381.20	377.30	353.11	1.0	8.0
Nondurable Goods	350.87	341.67	325.01	2.7	8.0
Initial Unemployment Claims (000)	16.3	15.1	21.9	7.9	-25.6
Bankruptcies, All Types (number)	444	460	459	- 3.5	- 3.3
Total State Revenue ($000)	351,796	405,171	340,263	-13.2	3.4
Total State Expenditures ($000)	353,086	433,010	317,204	-18.5	11.3
Crude Oil Production (thous. bbls.)	2,459	2,459	2,473	0.0	- 0.6
Dry Gas Production (mil. cu. ft.)	11,571	9,860	15,248	17.4	-24.1
Coal Production	1,268.5	1,379.3	1,144.6	- 8.0	10.8
New Oil and Gas Wells (number)	176	193	233	- 8.8	-24.5
Natural Gas Used (bil. cu. ft.)	18.5	11.9	20.7	55.5	-10.6
Electrical Power Sales (mil. kwh)					
Residential	506.3	469.1r	511.8	7.9	- 1.1
Nonresidential	982.5	1,012.5r	965.4	- 3.0	1.8
New Construction, 122 places					
Residential permits (number)	1,938	2,438	2,190	-20.5	-11.5
Residential value ($000)	138,499	176,409	144,489	-21.5	- 4.1
Nonresidential permits (number)	327	438	313	-25.3	4.5
Nonresidential value ($000)	52,862	83,286	33,936	-36.5	55.8
Highway Contractor Payments ($000)	19,708	17,469	12,796	12.8	54.0
Savings and Loan Net New Savings ($000)[b]	900	-1,000	-45,400r	—	—
National Park Recreational Visits–10 Areas (000)[b]	151.3	380.8	130.5	-60.3	15.9
Motor Vehicle Title Applications (000)	84.0	90.2	66.8	- 6.9	25.7
Highway Vehicle Traffic Counts at Border Stations (daily average)	31,140*	35,820*	33,839	-13.1	- 8.0
Air Passengers, Stapleton (000)[c]	1,674	1,854	1,792	- 9.7	- 6.6
Air Freight and Air Express, Stapleton (thous. lbs.)	22,451	27,198	26,582	-17.5	-15.5
Prices Received by Farmers ($)					
Beef Cattle (per cwt)	57.50	57.20	56.80	0.5	1.2
Lambs (per cwt)	57.50	51.80	49.00	11.0	17.3
Wheat (per bu.)	3.28	3.28	3.33	0.0	- 1.5
Corn (per bu.)	3.10	3.14	2.45	- 1.3	26.5
Potatoes (per cwt)	4.35	4.95	4.20	-12.1	3.6
Wool	.61	.60	.54r	1.7	13.0

NOTES: An asterisk (*) indicates preliminary data subject to revision.
Revised data are marked (r).
n.r.—not reported.

[a]Employment figures have been updated to a December 1981 benchmark and are arranged by 1972 Standard Industrial Classifications (SIC). Previously reported data were on a March 1981 benchmark. Thus, these data are not comparable to that published prior.

[b]New series, thus figures are not comparable to those previously published.

[c]Includes scheduled airlines, commuter airlines, and charter passengers.

Employment, Hours, and Earnings data from Colorado Department of Labor and Employment.
Bankruptcies from the Office of the Federal Referee in Bankruptcy.
State Revenue and Expenditures from the State Controller's Office.
Crude Oil Production, Dry Gas Production and New Oil and Gas Wells from the Oil and Gas Conservation Commission.
Coal Production from Colorado State Coal Mine Inspection Department.
Natural Gas Used from Colorado Interstate Gas Company.
Electrical Power Sales from 17 individual companies.
New Construction from Bureau of the Census, U.S. Department of Commerce.
Highway Contractor Payments from the Colorado Highway Department.
Life Insurance Sales from the Life Insurance Marketing and Research Association, Inc.
Savings and Loan Net New Savings from Federal Home Loan Bank of Topeka.
Recreational Visits from National Park Service, Denver.
Highway Traffic counts from Colorado Highway Department.
Air Passengers, Freight, and Express from Stapleton International Airport Business Office.
Prices Received by Farmers from U.S. Department of Agriculture.

LOCAL BUSINESS CONDITIONS
(All Figures in Thousands)

	November 1983	October 1983	November 1982
ALAMOSA (1982 pop. 7,182)			
Electric Power (kwh)	3,385	3,050	2,744
Constr. ($)—Res.	0	60	40
—Nonres.	0	0	11
Deposits ($) (2 of 2 banks)	52,162	54,195	47,921
ARVADA (1982 pop. 91,262)			
Electric Power (kwh)	27,417	27,773	26,390
Constr. ($)– Res.	2,621	4,066	1,501
—Nonres.	2,898	350	88
Deposits ($) (4 of 5 banks)	115,548	113,527	95,445
ASPEN (1982 pop. 4,081)			
Electric Power (kwh)	2,533	2,544	4,163
Constr. ($)—Res.	481	400	0
—Nonres.	0	0	25
Deposits ($) (2 of 3 banks)	79,988	74,375	79,768
AURORA (1982 pop. 178,665)			
Electric Power (kwh)	85,462	80,624	79,317
Constr. ($)—Res.	20,506	20,960	16,775
—Nonres.	5,195	975	4,030
Deposits ($) (10 of 14 banks)	288,631	283,848r	217,339
BOULDER (1982 pop. 80,651)			
Electric Power (kwh)	57,557	55,032	53,298
Constr. ($)—Res.	3,041	2,859	2,462
—Nonres.	3,300	2,350	103
Deposits ($) (10 of 10 banks)	604,982	606,516r	487,996
BRIGHTON (1982 pop. 13,239)			
Electric Power (kwh)	4,746	4,659	4,738
Constr. ($)—Res.	105	567	89
—Nonres.	26	90	510
Deposits ($) (2 of 2 banks)	67,905	63,989	54,812
BROOMFIELD (1982 pop. 22,452)			
Electric Power (kwh)	11,779	9,851	9,779
Constr. ($)—Res.	1,483	1,246	1,581
—Nonres.	0	322	37
Deposits ($) (2 of 2 banks)	65,523	64,960	54,320
CANON CITY (1982 pop. 13,576)			
Electric Power (kwh)	n.r.	23,818	23,564
Constr. ($)—Res.	30	185	250
—Nonres.	0	8	4
Deposits ($) (3 of 3 banks)	112,370	112,819	103,146
COLORADO SPRINGS (1982 pop. 230,553)			
Electric Power (kwh)	170,806	159,414	163,219
Constr. ($)—Res.[a]	16,502	33,133	16,246
—Nonres.	11,339	14,994	5,209
Deposits ($) (17 of 20 banks)	1,082,812	1,095,090r	939,008
COMMERCE CITY (1982 pop. 16,412)			
Electric Power (kwh)	28,893	23,758	24,698
Constr. ($)—Res.	214	0	269
—Nonres.	1,421	0	206
Deposits ($) (1 of 1 bank)	28,821	28,860	26,109
CORTEZ (1982 pop. 7,489)			
Electric Power (kwh)	n.r.	3,406	3,534
Constr. ($)—Res.	140	81	205
—Nonres.	28	75	25
Deposits ($) (3 of 3 banks)	94,678	95,642	80,847
CRAIG (1982 pop. 10,000)			
Electric Power (kwh)	4,000	3,985	3,879
Constr. ($)—Res.	0	0	0
—Nonres.	0	40	35
Deposits ($) (2 of 2 banks)	62,232	64,164	70,103
DENVER (1982 pop. 500,600)			
Electric Power (kwh)	324,859	356,824	317,360
Constr. ($)—Res.	9,639	12,731	14,749
—Nonres.	11,462	8,113	13,337
Deposits ($) (40 of 45 banks)	7,075,834	7,221,306r	6,910,316
DURANGO (1982 pop. 12,276)			
Electric Power (kwh)	7,850	6,567	7,859
Constr. ($)—Res.	0	72	0
—Nonres.	0	2,081	40
Deposits ($) (3 of 3 banks)	140,628	138,289	117,270
ENGLEWOOD (1982 pop. 30,555)			
Electric Power (kwh)	21,099	21,773	20,041
Constr. ($)—Res.	32	295	249
—Nonres.	249	532	129
Deposits ($) (7 of 12 banks)	423,041	422,988	358,518
ESTES PARK (1982 pop. 2,934)			
Electric Power (kwh)	4,452	4,295	4,515
Constr. ($)—Res.	607	448	77
—Nonres.	44	0	0
Deposits ($) (2 of 2 banks)	41,631	43,850	38,032
FORT COLLINS (1982 pop. 68,307)			
Electric Power (kwh)	40,470	37,949	42,057
Constr. ($)—Res.	4,792	5,116	2,852
—Nonres.	130	650	381
Deposits ($) (8 of 8 banks)	416,518	415,545	373,589
FORT MORGAN (1982 pop. 8,913)			
Electric Power (kwh)	7,574	6,163	7,021
Constr. ($)—Res.	108	23	223
—Nonres.	0	0	146
Deposits ($) (3 of 3 banks)	99,883	100,076	88,838
GLENWOOD SPRINGS (1982 pop. 5,000)			
Electric Power (kwh)	4,822	5,014	5,411
Constr. ($)—Res.	210	120	206
—Nonres.	268	217	404
Deposits ($) (3 of 3 banks)	126,286	131,034	124,485
GOLDEN (1982 pop. 13,109)			
Electric Power (kwh)	5,953	5,776	5,831
Constr. ($)—Res.	1,255	122	163
—Nonres.	498	0	0
Deposits ($) (3 of 3 banks)	161,118	163,393	129,596
GRAND JUNCTION (1982 pop. 32,082)			
Electric Power (kwh)	18,563	20,876	17,713
Constr. ($)—Res.	108	110	694
—Nonres.	1,125	291	407
Deposits ($) (5 of 5 banks)	344,993	340,283	352,222
GREELEY (1982 pop. 54,063)			
Electric Power (kwh)	29,491	22,600	24,322
Constr. ($)—Res.	1,421	966	279
—Nonres.	163	68	81
Deposits ($) (9 of 9 banks)	477,564	482,887	426,086
GUNNISON (1982 pop. 6,031)			
Electric Power (kwh)	4,158	3,736	4,202
Constr. ($)—Res.	0	0	0
—Nonres.	0	495	57
Deposits ($) (2 of 2 banks)	58,120	52,055	47,216
LA JUNTA (1982 pop. 8,338)			
Electric Power (kwh)	4,616	4,571	4,478
Constr. ($)—Res.	0	50	115
—Nonres.	0	0	0
Deposits ($) (2 of 2 banks)	54,049	57,173	48,744

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Entered as Second-Class Postage at the Post Office, Boulder, Colorado

USPS 122-740
ISSN: 0010-1524

LOCAL BUSINESS CONDITIONS—Continued

	November 1983	October 1983	November 1982
LAFAYETTE (1982 pop. 10,115)			
Electric Power (kwh)	2,985	2,550	2,653
Constr. ($)—Res.	552	328	1,133
—Nonres.	345	407	117
Deposits ($) (1 of 1 bank)	17,083	16,764	16,173
LAKEWOOD (1982 pop. 117,436)			
Electric Power (kwh)	56,687	65,139	53,667
Constr. ($)—Res.	6,193	3,751	11,146
—Nonres.	377	2,385	1,398
Deposits ($) (12 of 12 banks)	568,145	582,242	515,146
LAMAR (1982 pop. 7,793)			
Electric Power (kwh)	5,954	6,491	5,913
Constr. ($)—Res.	261	127	1,237
—Nonres.	0	35	415
Deposits ($) (2 of 2 banks)	83,474	82,608	73,756
LITTLETON (1982 pop. 30,001)			
Electric Power (kwh)	16,476	16,635	14,782
Constr. ($)—Res.	958	1,468	1,528
—Nonres.	164	1,251	4
Deposits ($) (9 of 11 banks)	180,509*	182,214*	193,126
LONGMONT (1982 pop. 46,313)			
Electric Power (kwh)	23,194	22,910	20,098
Constr. ($)—Res.	1,334	3,121	1,660
—Nonres.	492	455	1,414
Deposits ($) (5 of 5 banks)	221,477	218,948	186,129
LOUISVILLE (1982 pop. 6,067)			
Electric Power (kwh)	10,376	9,823	9,168
Constr. ($)—Res.	575	826	6,989
—Nonres.	0	2,516	0
Deposits ($) (2 of 2 banks)	27,673	28,110	20,261
LOVELAND (1982 pop. 30,962)			
Electric Power (kwh)	21,374	19,821	17,597
Constr. ($)—Res.	765	1,508	798
—Nonres.	0	618	70
Deposits ($) (4 of 4 banks)	151,184	154,741	134,962
MONTROSE (1982 pop. 8,895)[b]			
Constr. ($)—Res.	185	30	0
—Nonres.	833	44	0
Deposits ($) (3 of 3 banks)	114,159	117,483	107,828
NORTHGLENN (1982 pop. 30,980)			
Electric Power (kwh)	10,519	11,056	10,955
Constr. ($)—Res.	56	92	0
—Nonres.	0	180	0
Deposits ($) (2 of 3 banks)	73,438	68,815	61,292
PUEBLO (1982 pop. 99,619)			
Electric Power (kwh)	45,000	46,952	44,048
Constr. ($)—Res.	146	294	485
—Nonres.	324	721	203
Deposits ($) (8 of 9 banks)	397,785	405,008	367,354
ROCKY FORD (1982 pop. 4,574)			
Electric Power (kwh)	4,980	5,827	4,894
Constr. ($)—Res.	28	0	30
—Nonres.	0	0	0
Deposits ($) (1 of 2 banks)	15,095	15,021	14,017
SALIDA (1982 pop. 4,478)			
Electric Power (kwh)	1,919	1,703	1,691
Constr. ($)—Res.	80	0	0
—Nonres.	0	0	445
Deposits ($) (2 of 2 banks)	38,839	39,932	39,737
STERLING (1982 pop. 11,470)			
Electric Power (kwh)	5,763	6,043	6,006
Constr. ($)—Res.	133	0	125
—Nonres.	0	0	7
Deposits ($) (3 of 3 banks)	145,610	147,613	136,339
THORNTON (1982 pop. 44,130)			
Electric Power (kwh)	14,597	17,090	16,361
Constr. ($)—Res.	3,351	8,794	1,074
—Nonres.	110	47	261
Deposits ($) (1 of 1 bank)	29,055	28,249	24,627
TRINIDAD (1982 pop. 9,900)			
Electric Power (kwh)	2,981	2,766	2,917
Constr. ($)—Res.	0	150	0
—Nonres.	0	0	0
Deposits ($) (2 of 2 banks)	58,123	59,865	53,226
WESTMINSTER (1982 pop. 54,995)			
Electric Power (kwh)	22,735	22,988	20,087
Constr. ($)—Res.	7,195	7,966	3,881
—Nonres.	1,181	1,335	2,780
Deposits ($) (3 of 3 banks)	105,020	106,412	88,811
WHEAT RIDGE (1982 pop. 31,743)			
Electric Power (kwh)	22,754	21,617	20,744
Constr. ($)—Res.	399	778	512
—Nonres.	355	0	0
Deposits ($) (2 of 2 banks)	94,040	92,505	80,751

[a]Regional figures.
[b]Electric Power consumption figures are not available.

NOTES: Population figures are preliminary 1982 estimates by the Demographic Section, Colorado Division of Local Government.
Construction figures are valuation of new residential and nonresidential construction only.
Deposit figures are total deposits in commercial banks as of last day of month.
n.r.—not reported
*—preliminary data
r—revised data